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About Phil Kotler. Known as the "father of modern marketing," Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

Books - Philip Kotler

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- Test Bank Success

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Societal marketing - Wikipedia

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Marketing communications - Wikipedia

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[6]. Chitra Sharma, "Consumer buying behaviour towards online shopping – A Review of literature",

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Kernkompetenz - Wikipedia

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